

The Influence of Sales Promotion and Product Quality on Purchasing Interest of Local Fashion Brand

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ABSTRACT

The purpose of this study was to examine the effect of sales promotion and product quality on buying interest in local fashion brand. The method used in this study is a survey method with data obtained through questionnaires distributed to 155 respondents or samples based on purposive sampling. Then an analysis of the data obtained using quantitative data analysis was carried out. Quantitative analysis includes validity and reliability tests, classical assumption test, multiple linear regression analysis, hypothesis testing through t test and f test, and analysis of the coefficient of determination (R^2). The results of this study indicate that the coefficient of determination involved in the adjusted R square value is 0.617, which means that the influence of sales promotion and product quality on buying interest is 61.7% and the remaining 38.3% is influenced by other variables not examined in this study.

INTRODUCTION

The development of information technology is currently growing very rapidly, so that it can result in business competition. Increasing competition in the goods and services business forces companies to pay attention to consumers' wants and needs. The most important thing that companies should do to be successful in business competition is to build a company strategy to achieve the goal of increasing and retaining consumers. In order for this goal to be achieved, every company must strive to produce goods and services that suit the needs and desires of consumers.

In the business world, product quality greatly influences consumers before they have any interest in purchasing the product, because quality reflects the product's ability to carry out its function. Usually the qualities that consumers look at are product durability, reliability, accuracy, ease of operation, and repair and other valuable attributes. Consumers will buy if the quality of the product they want meets their expectations. If there is a certain product or brand whose quality is poor or not good, then consumers will be reluctant to use it and switch to another product. Therefore, companies must understand the criteria for good product quality so as to stimulate consumer buying interest so that they do not switch to competitors.

Apart from product quality, one thing that influences consumer buying interest is sales promotion. This effort is made by the company to attract buying interest and introduce its products to consumers and encourage product purchases. Currently, many companies carry out sales promotions at event venues and shops and also through social media. This is done by the company because sales promotions with coupons, discounts, gifts, and so on really stimulate consumer buying interest and attract new customers and introduce their products so that they are better known to the wider community. With sales promotions, consumers will really benefit because they buy products that suit their wants and needs. Without strong sales promotion and product quality, it will be difficult for companies to attract new customers and retain existing customers.

Nowadays everything is developing according to the times, especially in fashion trends. In Indonesia itself, there are many different fashion styles that can be found, ranging from foreign products to local products. One of the local fashion products currently developing is Erigo. Erigo Products, founded by Muhammad Sadad, is a local fashion brand that provides T-shirts, jackets, sweaters, hoodies and trousers for the millennial generation. In the beginning, Erigo only had the concept of ikat batik which was founded in a shop in the Depok area, West Java and did not yet use the name Erigo. Seeing the times and trends, in June 2013 Erigo began to change its concept to casual products and changed their identity to the Erigo brand.

The problem that occurs currently is that consumers tend to choose relatively cheap prices with good product quality and tend to choose online shopping rather than shopping locally. The strategy used to meet consumer expectations at low prices is through sales promotions. Erigo, which sells its products in online shops, continues to hold sales promotions on the site, such as

price discount coupons every day, flash sales, free shipping, shopping discount vouchers, cash back, product guarantees, bonus packages and Erigo also provides free gifts in every purchasing products in the form of stickers with the Erigo logo in order to attract consumers and fulfill their expectations. However, currently many platforms offer sales promotions on their sites, so Erigo must strengthen its marketing strategy so that customers do not switch to other products.

THEORETICAL REVIEW

This theoretical basis contains theories, concepts and basic assumptions that will be used to solve and solve problems. This theoretical basis emphasizes theoretically the relationship between variables included in the problem raised in a research.

Marketing

According to (Fandy, 2016) marketing is an activity, a series of institutions, and a process of creating, communicating, delivering, and exchanging offers that are of value to customers, clients, partners, and the general public.

According to (Sedjati, 2018) marketing is any effort or activity in delivering goods or services from producers to consumers, where these activities are aimed at satisfying needs and desires in a certain way called exchange.

According to (Tjahningsih, 2015) marketing is a social process where individuals and groups obtain what they need and want through creating, offering and exchanging products and services with other parties. Meanwhile, activities carried out include: purchasing, selling, transportation, storage, financing, risk management, obtaining market information, and standardization.

According to (Tjiptono & Diana, 2020) Marketing is the process of creating, distributing, promoting and setting prices for goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in dynamic environment.

According to (Dharmmesta, 2014) Marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of both existing and potential buyers.

So it can be concluded that marketing is the process of bargaining and providing goods and services sold by producers and consumers to meet the needs and desires of consumers.

Sales Promotion

According to Kotler and Keller 2012 in (Sopini et al., 2021) sales promotion is a core ingredient in a marketing campaign, which consists of a collection of short-term incentive tools, designed with the aim of faster purchase of certain products or services by consumers or trade.

According to Hermawan 2012 in (Sopini et al., 2021) sales promotion is a form of direct persuasion through various incentive tools to encourage the

purchase of a product or service quickly and increase the number of goods purchased by consumers.

According to the American Marketing Association (AMA), sales promotion is a media and non-media marketing emphasis that is applied for an undetermined period of time and is limited to the consumer, retail or wholesale level in order to stimulate product trial action, increase consumer demand or increase product availability (William, 2015).

According to Mulin in (Priansa, 2017) sales promotion is a collection of short-term techniques used to achieve various effective marketing goals, through providing added value to products or services, both in intermediary markets and to direct users, usually not limited to a certain time period. . Meanwhile, according to (Fandy, 2015) sales promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brand and products.

Based on the understanding of the experts above, it can be concluded that sales promotions are offers for products sold at low prices for an uncertain period of time in order to encourage purchases and offer added value to consumers.

Product Quality

Product quality according to (Armstrong & Kotler, 2014) is the characteristics of a product service that bears on its ability to statistic stated or implied customer needs, which means product quality is the characteristics of a product service that depends on its ability to meet consumer needs.

According to Kotler and Armstrong in (Lesmana, 2019) product quality is the product's ability to perform its function, this includes the product's useful life, reliability, ease of use and repair, as well as other values. Product quality can be reviewed from two points of view, internal and external.

Furthermore, according to (Wijaya, 2018) the quality of goods and services is the total combination of characteristics of goods and services according to marketing, engineering, production and maintenance which makes the goods and services used meet the expectations of the customer or consumer.

According to Purnama in (Windarti & Ibrahim, 2017) product quality is the conformity between the needs and desires for the product and the product specifications produced.

Meanwhile, according to Kotler and Armstrong in (Sunarsi, 2021) product quality is something that can be offered to the market for attention, ownership, use or consumption that can satisfy consumer wants and needs.

Based on the understanding of the experts above, it can be concluded that product quality is the conformity of the product with consumer expectations seen from the durability, performance, features, reliability, suitability of specifications, serviceability and product aesthetics.

Purchasing Interest

According to Durianto in (Halim & Iskandar, 2019), buying interest is something that is related to consumers' plans to buy a particular product, as well as how many units of the product are needed in a certain period.

According to (Kotler & Keller, 2016) purchasing interest is consumer behavior that appears as a response to objects that indicate a person's desire to make a purchase.

According to (Schiffman & Kanuk, 2015) purchase interest is a model of a person's attitude towards goods objects which is very suitable for measuring attitudes towards certain groups of products, services or brands.

According to Assael in (Indranopa & Hermanto, 2021) said that consumer buying interest arises and is formed after consumers first evaluate a brand and will purchase the brand that is believed to provide the highest level of expected satisfaction.

According to Nugroho (Safitri & Fauji, 2021) buying interest is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

Based on the understanding of the experts above, it can be concluded that buying interest is a consumer's desire for a product that meets the consumer's criteria which then encourages the purchase of the desired product.

Based on the problem formulation and literature review that has been described regarding sales promotion variables and product quality and their influence on purchasing interest, the theoretical framework proposed in this research is described as follows:

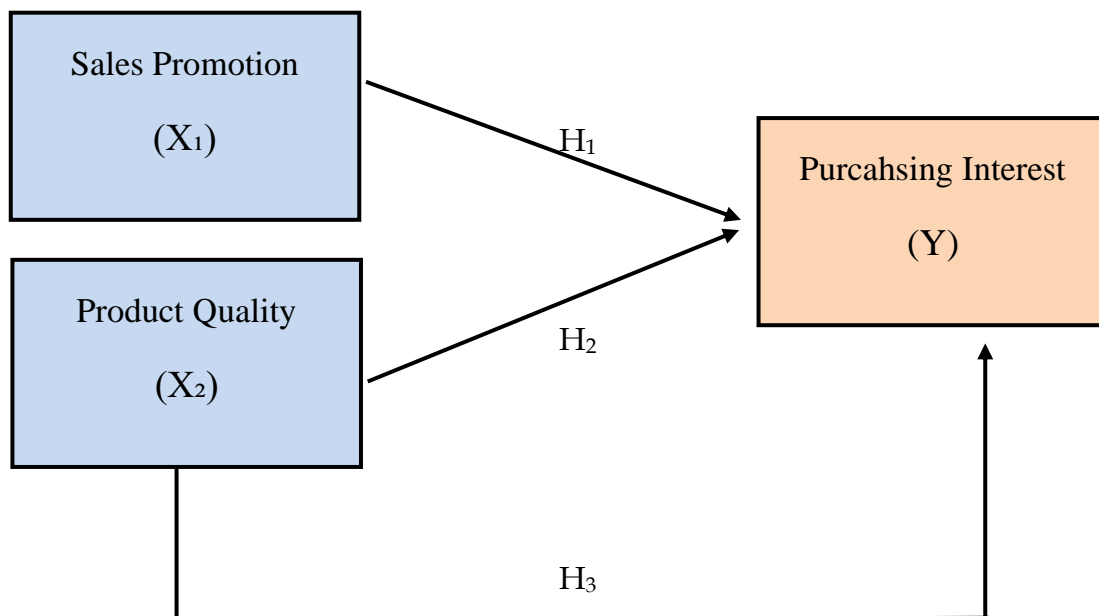


Figure 1. Conceptual Framework

METHODOLOGY

According to (Sugiyono, 2016), the survey method is used to obtain data from certain natural places by researchers, and researchers make decisions in collecting data, for example by distributing questionnaires, tests, interviews, etc. The survey method was chosen as the primary data source using a questionnaire to collect information which was done by compiling a list of questions asked to respondents. To see the influence of sales promotion and product quality on buying interest in the local Erigo store brand on Shopee e-commerce simultaneously and partially, researchers will use a purposive sampling technique by determining the number of samples using the (Hair et al., 1998) formula.

This research uses quantitative data analysis using the SPSS For Windows program. After the data was collected, the author carried out data analysis by grouping the data based on the variables studied, carrying out calculations to answer all problem formulations and carrying out hypothesis test calculations.

RESULTS

Validity Test

The accuracy and the correctness of the measurement findings are the two characteristics that are covered by the validity test. If an instrument can measure what it is intended to measure, then it is considered legitimate. An instrument's validity may be determined by calculating the validity test using the formula $df = n-2$ ($df = 155-2 = 152$) and $r_{table} = 0.1577$ with a probability value (sig) of 0.05 (5%). The r_{count} obtained must be more than r_{table} ($r_{count} > r_{table}$). The following are the findings of the questionnaire's validity test on the impact of product quality and sales promotion on consumer interest in purchasing the regional fashion brand Erigo.

Table 1. Validity Test

VARIABLES	STATEMENT	R COUNT	R TABLE	RESULT
Sales promotion (X ₁)	X1.1	0.748	0.2787	Valid
	X1.2	0.790	0.2787	Valid
	X1.3	0.830	0.2787	Valid
	X1.4	0.821	0.2787	Valid
	X1.5	0.669	0.2787	Valid
	X1.6	0.799	0.2787	Valid
	X1.7	0.704	0.2787	Valid
	X1.8	0.594	0.2787	Valid
	X1.9	0.679	0.2787	Valid
	X1.10	0.699	0.2787	Valid
	X1.11	0.845	0.2787	Valid
	X1.12	0.647	0.2787	Valid
Product Quality (X ₂)	X2.1	0.828	0.2787	Valid
	X2.2	0.796	0.2787	Valid

	X2.3	0.859	0.2787	Valid
	X2.4	0.793	0.2787	Valid
	X2.5	0.806	0.2787	Valid
	X2.6	0.724	0.2787	Valid
	X2.7	0.715	0.2787	Valid
	X2.8	0.713	0.2787	Valid
	X2.9	0.897	0.2787	Valid
	X2.10	0.731	0.2787	Valid
	X2.11	0.607	0.2787	Valid
Purchasing Interest (Y)	Y1.1	0.693	0.2787	Valid
	Y1.2	0.710	0.2787	Valid
	Y1.3	0.784	0.2787	Valid
	Y1.4	0.711	0.2787	Valid
	Y1.5	0.667	0.2787	Valid
	Y1.6	0.607	0.2787	Valid
	Y1.7	0.754	0.2787	Valid
	Y1.8	0.722	0.2787	Valid

Source : Data processed by SPSS

Based on the table above, it can be seen that the calculated r value of the three variables tested (sales promotion X_1), (product quality X_2), and (purchasing interest Y). A total of 31 statements in this study were declared valid because the calculated r value exceeded or was greater than the r table.

Reliability Test

Reliability test is a test carried out to find out whether the questionnaire meets the requirements for reliability. In this research, the Cronbach alpha method (Cronbach alpha coefficient) was used. This method is used with the aim of finding the reliability of an instrument whose score is a range of several values or in the form of a scale. The technique for measuring reliability is Cronbach's alpha by comparing the alpha value with the standard value, provided that the Cronbach's alpha results are >0.60 reliable. On the other hand, if the Cronbach's alpha results are <0.60 then they are not reliable.

1. Sales Promotion Variable (X_1) Reliability Test

Tabel 2. Test the Reliability of the Sales Promotion Variable

Cronbach's Alpha	N of Items
0.922	12

Source : Data processed by SPSS

The table above shows that the Cronbach alpha value is 0.922. This means that the Cronbach alpha value meets the reliable criteria because the results are greater than 0.70. So the results of the questionnaire have a good level of reliability or in other words the data from the distributed questionnaire can be used.

2. Product Quality (X2) Reliability Test

Tabel 3. Product Quality Reliability (X2) Test

Cronbach's Alpha	N of Items
0.934	11

Source : Data processed by SPSS

The table above shows that the Cronbach alpha value is 0.934. This means that the Cronbach alpha value meets the reliable criteria because the results are greater than 0.70. So the results of the questionnaire have a good level of reliability or in other words the data from the distributed questionnaire can be used.

3. Purchasing Interest Variable (Y) Reliability Test

Table 4. Purchasing Interest Variable (Y) Reliability Test

Cronbach's Alpha	N of Items
0.852	8

Source : Data processed by SPSS

The table above shows that the Cronbach alpha value is 0.852. This means that the Cronbach alpha value meets the reliable criteria because the results are greater than 0.70. So the results of the questionnaire have a good level of reliability or in other words the data from the distributed questionnaire can be used.

Normality Test

The purpose of the data normalcy test is to determine if the independent variable, dependent variable, or both have a normal distribution in the regression model. Typically, data on an ordinal, interval, or ratio scale are measured using this test. The Liliefors test is employed in this normalcy test by examining the significant value in the Kolmogrof-Smirnov table. The following are the testing criteria:

- a. If the significance value (Asym sig 2 tailed) is > 0.05 , then the data is declared to be normally distributed.
- b. If the significance value (Asym sig 2 tailed) < 0.05 , then the data is declared not normally distributed.

The following is the data from the normality test results processed with SPSS 23:

Table 5. Residual Normality Test

		Unstandardized Residual
N		155
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.06399404
Most Extreme Differences	Absolute	0.039
	Positive	0.039
	Negative	-0.028
Test Statistic		0.039
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Source : Data processed by SPSS

From the table above it can be seen that the significance value (Asymp.Sig.2-tailed) obtained for the results of each dependent variable and independent variable is 0.200. Based on the significance value for each variable being greater than 0.05, it can be concluded that the data on sales promotion, product quality, and purchase interest or the independent variable and dependent variable have a normal distribution.

Multicollinearity Test

The multicollinearity test is a perfect relationship between several variables or all independent variables. The multicollinearity test aims to find out whether in the regression model there is a correlation between the independent variables. In regression analysis, a model must be free from symptoms of multicollinearity and to detect whether a model experiences symptoms of multicollinearity it can be seen from the VIF (variance inflation factor) value. A good regression model, if the calculation results produce a VIF value < 10 and if the VIF value > 10 means serious multicollinearity has occurred in the regression model. Apart from looking at the VIF value, it can be seen from the resulting tolerance value that is close to 1, the model is free from symptoms of multicollinearity, while the more it meets 1, the model does not occur/is free from symptoms of multicollinearity.

Table 6. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.643	1.756		3.782	0.000		
Sales Promotion	0.163	0.045	0.228	3.654	0.000	0.640	1.562
Product Quality	0.387	0.038	0.631	10.123	0.000	0.640	1.562

Source : Data processed by SPSS

Based on the table above, it can be concluded that the tolerance value obtained by each variable, namely the sales promotion variable (X_1) is 0.640, the VIF value is 1.562. product quality variable (X_2) 0.640 VIF value of 1.562. Based on the test results, it can be concluded that there is no multicollinearity in the multiple regression model.

Heteroscedasticity Test

Heteroscedasticity is used to test whether in the regression model there is inequality of variance from the residuals of one observation to another.

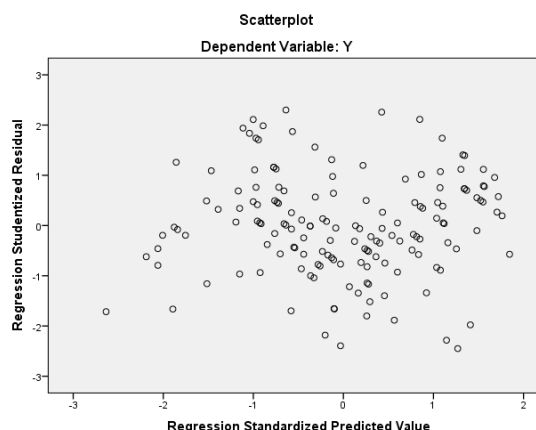


Figure 2. Heteroscedasticity Test

Source : Data processed by SPSS

The aforementioned image demonstrates how the points are dispersed randomly, both above and below the 0 on the Y axis, and how they do so without creating any kind of pattern. This indicates that the multiple regression model is not heteroscedastic. Therefore, using this regression model to forecast buying interest based on the variables that affect it—namely, product quality and sales promotion—is appropriate.

Multiple Linear Regression Test

Based on the SPSS output, the following regression equation is obtained:
 $Y = 6.643 + 0.163 X_1 + 0.387 X_2 + e$

The model shows the meaning that:

1. Constant = 6.643
 This means that if the sales promotion (X_1) and product quality (X_2) variables are assumed to not exist, then the purchase interest (Y) value is 6,643
2. Coefficient $X_1 = 0.163$
 The sales promotion coefficient value (X_1) shows a figure of 0.163, stating that if there is an increase of 1 score for sales promotion, it will be followed by an increase in purchasing interest (Y) of 0.163.
3. Coefficient $X_2 = 0.387$
 The product quality coefficient value (X_2) shows a figure of 0.387, stating that if there is an increase of 1 score for product quality, it will be followed by an increase in purchasing interest (Y) of 0.387.

Hyphotesis Test

Partial t Test

The t test is used to show whether an independent variable individually influences the dependent variable. To determine the influence of sales promotion and product quality on buying interest in the local fashion brand Erigo, a t test is needed. Partial testing can be seen from the t test, if the probability value is <0.05 , H_0 is rejected, which means there is a significant influence. Partial test results can be seen in the following table:

Table 7. Partial t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.643	1.756		3.782	0.000
Sales Promotion	0.163	0.045	0.228	3.654	0.000
Product Quality	0.387	0.038	0.631	10.123	0.000

Source : Data processed by SPSS

1. The first t test was carried out to find out whether there was an influence of sales promotion (X_1) on buying interest (Y).
 Based on the spss output above, it is known that the calculated t value of the sales promotion variable is $3.654 > t$ table 1.975, so it can be concluded that there is a significant influence of sales promotion (X_1) on buying interest (Y).

2. The first t test was carried out to find out whether there was an influence of product quality (X₂) on purchasing interest (Y).

Based on the SPSS output above, it is known that the calculated t value of the product quality variable is 10.123 > t table 1.975, so it can be concluded that there is a significant influence of product quality (X₂) on purchasing interest (Y).

Simultaneous F Test

This test aims to determine the joint influence of the independent variables on the dependent variable. Where F count > F table, then H₁ is accepted or together the independent variables can explain the dependent variable simultaneously. On the other hand, if F count < F table, then H₀ is accepted or together the independent variables have no influence on the dependent variable.

Table 8. Simultaneous F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2380.949	2	1190.474	125.160	0.000 ^b
Residual	1445.761	152	9.512		
Total	3826.710	154			

Source : Data processed by SPSS

Based on the F test above showing simultaneous calculations in the table, the calculated F value is 125.160 and the F table is 3.06, so as is the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words sales promotion (X₁) and product quality (X₂) simultaneously influences buying interest.

Coefficient of Determination Test

The coefficient of determination, which is a number that indicates the degree of variation or distribution of the independent variables that explains the dependent variable or a number that illustrates how the dependent variable is influenced by the independent variable, is what this test is used to measure how closely the two variables are related. The goal of this study's determination analysis is to ascertain the proportionate share of the impact that product quality and sales promotion have on consumers' interest in purchasing the regional fashion brand Erigo. The Model Summary table's Adjusted R Square value may be used to calculate it.

Tabel 4. 1 Uji Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.789 ^a	0.622	0.617	3.084

Source : Data processed by SPSS

Based on the results of the coefficient of determination test (R^2) in the table above, it shows that the resulting adjusted R square value is 0.617, which means that the influence of sales promotion and product quality on buying interest in the local fashion brand Erigo is 61.7% or it can be said that there is a quite strong significant influence sales promotion and product quality on buying interest in the local fashion brand Erigo. So ($100\% - 61.7\% = 38.3\%$) the value of 38.3% is influenced by other variables not examined in this research.

DISCUSSION

This part allows you to elaborate on your results findings academically. You must not put numbers related to your statistical tests here; instead, you have to explain that numbers here. You have to compile your discussion with academic supports to your study and a good explanation according to the specific area you are investigating.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results and discussion obtained in the previous chapter, the following conclusions can be drawn:

1. Sales promotion has a positive and significant effect on buying interest in the local Erigo fashion brand, which means that if sales promotion is increased, buying interest in the local Erigo fashion brand will also increase.
2. Product quality has a positive and significant effect on buying interest in the local fashion brand Erigo, which means that if product quality is improved then buying interest in the local fashion brand Erigo will also increase
3. The test results obtained simultaneously show that sales promotion and product quality have a significant effect on buying interest in the local fashion brand Erigo. This means that sales promotion and the quality of the products provided are very determining in the buying interest of Erigo consumers in Bekasi.

FURTHER STUDY

Every research is subject to limitations; thus, we need some suggestions that can make it better for the next research.

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